VIKTOR MÉRY

MARKETING STUDENT | DIGITAL MARKETING AND GROWTH

Madrid, Spain | viktor.mery@gmail.com | viktormery.com | LinkedIn

Marketing undergraduate with practical experience in B2B lead generation, Meta advertising, email campaigns and AI-assisted creative production. Contributed to three high-value client wins at QuantumBPM. Combines marketing research and campaign execution with the ability to build working digital products. Based in Madrid and seeking marketing opportunities in Spain, with a strong interest in retention marketing and a daily learning practice in digital marketing and AI.

EDUCATION AND TRAINING

Bachelor's Degree in Marketing | Universidad Europea de Madrid | 2024 - 2028 expected

In progress. English-taught programme. Academic work includes marketing campaigns, pricing strategy and business simulation.

Diploma in Digital Technologies Programming | SPŠE Zochova, Bratislava | 2020 - 2024

Secondary education covering web development, databases, UI/UX, software testing, Git and team projects using Agile methods.

Anthropic Certificates of Completion | Apr 2026

AI Fluency Framework & Foundations; Introduction to Subagents; Claude Code in Action.

MARKETING PROJECTS AND ACHIEVEMENTS

Dentsu Creative Challenge | Marketing proposal for Orange Spain | 2025

- Built an app and led research and planning for the team's marketing proposal. Placed 1st out of 40 teams.

Google AI Challenge | Individual learning app | 2026

- Independently developed a learning app and won the class and school rounds of the competition.

AI Studio | Personal creative production tool | 2026

- Fully developed an AI design studio for creating social posts, emails, presentations and ads through a live canvas. Use it daily.

github.com/Vikusmi/AI-Studio

LocalFlow | Personal productivity tool | 2026

- Fully developed a local macOS speech-to-text application and use it daily, demonstrating practical product development and AI integration.

github.com/Vikusmi/LocalFlow

Marketing portfolio concepts | Independent proposals

- Horace: redesigned campaign emails and created a four-email welcome flow concept using Figma, Shopify and Klaviyo.
- Pique: researched competitors and developed static Meta ad concepts for Nandaka. Bella Verde: proposed social media, review growth, Google Business and partnership activity, plus a website brief.

Additional university projects

Deloitte × UE AI Challenge: SmartTourism AI consulting proposal for Turismo de Canarias, delivered in 24 hours. Coursework: MSC Cruises campaign for Portugal and SWISS pricing strategy.

PROFESSIONAL EXPERIENCE

Growth Marketer | QuantumBPM | Internship, remote | Apr 2026 - Present

- Work directly with the founder on go-to-market strategy for a B2B process-management software product, covering positioning, messaging, content, SEO and outbound.
- Identify and research prospects and develop LinkedIn and outbound marketing concepts, contributing to signing three high-value clients.
- Run Meta advertising campaigns and analyse campaign data to assess marketing activity.
- Built a 15-section product knowledge base and conducted market research across DACH, Slovakia and Czechia, alongside competitor analysis of the BPM/DMN market.
- Identified the Camunda 7 Community Edition end-of-life as an outreach angle for fintech, insurtech and healthtech prospects.

Testing Support | mBank SK | Part-time, Bratislava | Aug - Sep 2025

- Performed functional, usability and regression testing of banking web platforms and mobile applications, checking features and UX/UI consistency.
- Documented bugs, tracked issues and verified fixes with developers; collaborated with design and product teams on the user experience.

Marketing Intern | British Transpersonal Psychology Association | Remote | Jul - Aug 2025

- Designed and executed a digital campaign promoting a Level 6 Diploma, combining market analysis, audience profiling and competitor research.
- Audited Instagram and Facebook, refreshed the content plan and created educational posts, carousels, branded assets and ad creatives.
- Used ChatGPT for ideation and copywriting, Midjourney for visual design and Google Veo 3 for video concepts.
- Managed Meta campaigns targeting therapists, coaches and wellness professionals within a £400 budget, using awareness and conversion objectives.
- Wrote and sent newsletters to a 600+ contact list through Wix and supported a waitlist for future course cohorts.
- Monitored paid and organic performance, adjusted targeting and creative using engagement and click-through data, and compiled campaign reports.

Marketing Intern | Merineo | Bratislava | May - Jun 2022

- Updated WordPress website layouts and content, supported digital campaign planning and setup, and created visuals for social media and web.
- Collaborated with the agency’s marketing and design team on client deliverables.

Website and SEO Project | Merys s.r.o. | 2 months

- Built theproposalideas.com for Merys s.r.o., delivering a website with 220 structured pages.
- Used SEO optimisation tools for content and on-page optimisation during the two-month engagement.

theproposalideas.com

MARKETING SKILLS AND TOOLS

Strategy and growth: Go-to-market planning, positioning, messaging, competitor research, audience profiling, prospect research and LinkedIn outbound.

Campaigns and content: Meta Ads Manager, campaign analysis, social media planning, copywriting, newsletters, email flow concepts, SEO and landing-page content.

Platforms and design: Wix, WordPress, Shopify, Klaviyo, Figma, Canva, Photoshop, Illustrator and CapCut.

AI and technical: ChatGPT, Claude Code, Midjourney, Google Veo 3, Kling, Make, n8n, HTML/CSS, Python, SQL and React/TypeScript basics.

Ongoing learning and interests: Understanding of Meta’s Andromeda ad delivery system; daily learning in digital marketing and AI; strong interest in customer retention, email marketing and lifecycle campaigns.

LANGUAGES

Slovak: native | Czech: fluent | English: fluent | German: C1 | Spanish: B1

Language levels self-assessed.